

# CROSSED GRAIN TRADEMARK PRODUCT CERTIFICATION

Licensing the Crossed Grain Trademark for  
non-European companies

[Learn about the Crossed Grain Trademark and how you can get a licence to use it](#)





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# CROSSED GRAIN TRADEMARK CERTIFICATION

**The Crossed Grain Trademark (CGT) Trademark is nationally and internationally recognised by those who need to follow a gluten free diet as it is promoted by coeliac organisations worldwide. The Trademark represents a sign of safety and integrity that is trusted by consumers and is seen as the most important means of communicating that a product is safe for the gluten free diet.**

The Crossed Grain Trademark CGT is a registered Trademark and the intellectual property of Coeliac UK. The Trademark has been registered as a Trademark internationally. The registrations have been in place for many years and cover a broad range of food, drink and related categories.

The CGT provides consumers with a quick reference point when out shopping and faced with uncertainty on the gluten free status of a product. A recent Europe wide survey showed 90% of respondents know the CGT and 80% trusted products more bearing the CGT than just a 'gluten free' claim. And a Coeliac UK membership survey indicated that members

actively seek out the CGT as a source of trust and reassurance when making product choices.

Brand owners\* can apply for a licence to use the CGT and certify their eligible gluten free products with Coeliac UK. The Crossed Grain Trademark licence allows use of the CGT on product packaging as well as promotional materials, signage and corporate literature directly related to the certified products. New products can be added to the certification at any point throughout the year.

This information pack outlines what you need to know in order to purchase a licence to use the Crossed Grain Trademark from Coeliac UK. The licence or licences you need is dependent on the countries in which your products will be available. For more information about the types of licences available go to page 9.

The cost of annual product certification will vary according to the turnover of your gluten free business and we do try to offer realistic prices for all sizes of business.

\*If you are not the brand owner, but have been asked by one about the CGT, do get in touch with us at [licensing@coeliac.org.uk](mailto:licensing@coeliac.org.uk)





# WHAT CONSUMERS THINK ABOUT THE CROSSED GRAIN TRADEMARK



**95%** would like all gluten free products to have a Crossed Grain Trademark on their packaging.



**59%** rely on the Crossed Grain Trademark when making purchasing decisions.

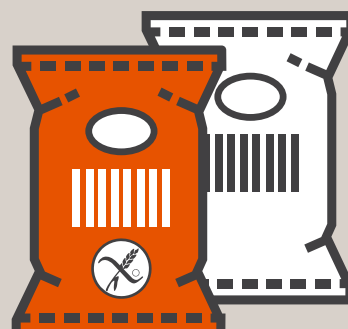
**92%** said what they liked best about the Cross Grain Trademark is that they can immediately see the product is safe for them to eat.

**92%**

trust the Crossed Grain Trademark.

**77%**

are more likely to buy a Crossed Grain certified product than a product that hasn't been certified.



**87%** find the Crossed Grain Trademark most useful when the products aren't in the Free From aisle.



**82%** prefer to see the trademark on packaging to reading the ingredients label.

# ABOUT THE GLUTEN FREE MARKET

The gluten free market is growing in sophistication. As more people are diagnosed with coeliac disease, demand for quality foods and services is increasing. Working with Coeliac UK will help you understand the needs of the gluten free community and put you in touch with around 40% of the diagnosed population.

The UK Free From market is currently valued at £837 million and is forecast to grow to £1,125 million by 2023. Similar trends are also being seen internationally.\* The prevalence of coeliac disease is accepted to be 1 in 100 of the population of Europe\*\* but it is estimated that only 30% have currently been diagnosed\*\*\*.

With the increasing use of blood tests as a diagnostic tool this number is set to rise considerably. As the market grows further, the CGT will only become more widely recognised as a result of Coeliac UK's promotional campaigns and the efforts of the food supply sectors.

With 12% of UK consumers avoiding gluten, CGT certified products have a distinct symbol of recognition which gives them the edge in what has become a rapidly growing and fiercely competitive market.\*

\* Mintel 2019

\*\* (Bingley PJ et al (2004), West J et al. (2003))

\*\*\* West J et al. (2019)

<https://www.ncbi.nlm.nih.gov/pubmed/30829833>



## The benefits of taking out a licence with Coeliac UK

### The licence package includes:

- Licence to use the Crossed Grain Trademark on all approved product packaging, marketing, website, point of sales and promotions.
- Ability to use approved promotional phrases in your marketing communications and on product packaging.
- A 5% discount on all Coeliac UK advertising (not valid in conjunction with any other discount).
- Inclusion of all products listed as 'Crossed Grain certified' in the Coeliac UK Food Information Service♦:
  - annual printed Food and Drink guide
  - online Food and Drink Information (updated monthly)
  - Gluten Free Food Checker mobile app (updated monthly)
- Inclusion of company details on the Coeliac UK website within the Crossed Grain licensees Directory.
- Announcement of certification on our monthly Products and Offers enewsletter and social media channels♦
- Certificate of licence
- Opportunities to be included in a variety of marketing and networking activities undertaken by Coeliac UK where available and applicable.

(♦Only applicable to products sold within the UK).



# CRITERIA FOR CERTIFICATION

The CGT can be licensed only for multiple ingredient and/or processed products. Products cannot be licensed if they are composed of a single ingredient or are unprocessed in nature. For example, fresh fruit and vegetables cannot be licensed as they are naturally gluten free; but fruit bars can be licensed as they have undergone a process which may hold a risk for gluten contamination. For a full list of products that cannot be licensed see Appendix One 'List of food products which are not permitted to bear the Crossed Grain Trademark'.

When using the CGT it is essential to label products in line with the World Health Organisation/Food and Agriculture Organisation's Codex Alimentarius, which is enshrined in European law - Regulation (EU) No.828/2014.

## 1. Foods labelled gluten free - foods containing 20 parts per million (ppm) gluten or less

Products that contain 20 ppm or less may be labelled gluten free.

This labelling term may apply to products made from naturally gluten free ingredients, products which contain gluten free (Codex) wheat starch

and pure, uncontaminated oat products which contain 20 ppm gluten or less.

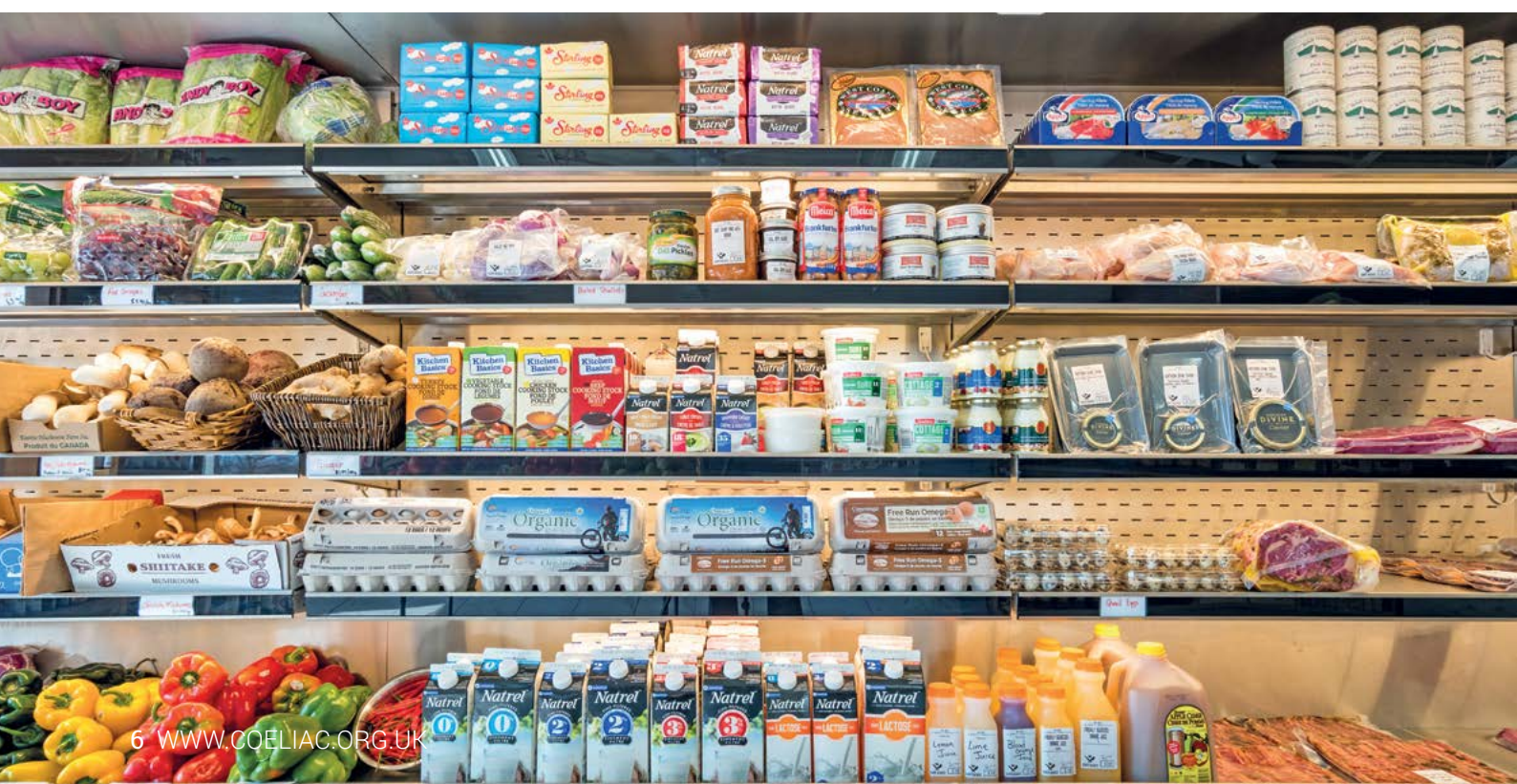
## 2. Oat products

Oat products may be licensed as long as they are uncontaminated by gluten containing cereals in all stages of production.

Uncontaminated oats\* are considered safe for most people with coeliac disease; however some people with coeliac disease may still be sensitive to oats. If uncontaminated oat ingredients are used in a product that is labelled gluten free the oat ingredient must have a gluten content that is 20 ppm or less.

\*eg not cross contaminated during milling, processing, storage, transportation and packaging.

**More details about the full requirements associated with a Crossed Grain Trademark licence may be found in the AO ECS Standard for Gluten Free Foods (AO ECS Standard) and its Annexes.**







### **Technical requirements**

As well as providing information about the products you wish to place on the licence, there are auditing and testing requirements to hold a Crossed Grain Trademark licence.

### **Gluten analysis**

Gluten is a protein fraction from wheat, barley, rye, oats or their crossbred varieties and derivatives.

All certified products have to be tested by a UKAS accredited laboratory at least once a year for the level of gluten. If the laboratory is not based in the UK then an equivalently accredited laboratory may be used.

The recommended method of analysis, approved by the Codex Committee on Methodology, Sampling and Analysis (CCMAS) is the R5-sandwich ELISA (Mendez method).

Some fermented products like beers contain hydrolysed gluten. For the detection of hydrolysed gluten the recommended test is the competitive R5 ELISA method.

If you produce more than one flavour variation of the same product then each variation must be tested. If a product has the same recipe but more than one manufacturing location then a test for that product from each manufacturing facility must be submitted.

**Test certificates are required for all products at the beginning of the licence application and then at least once annually at your time of renewal.**

### **Auditing to the AO ECS Standard**

Auditing is a mandatory requirement for certification and all manufacturing facilities must meet the requirements of the AO ECS Standard for Gluten-free Foods (AO ECS Standard). Auditing to the AO ECS Standard must be carried out annually. There are three options for audits available:

#### **AO ECS Standard audit**

A standalone audit specifically developed to assess the requirements of the AO ECS Standard, delivered independently from any other food safety auditing arrangements, this audit is available from our service providers SGS. Further information is available on the [SGS website](#).

#### **AO ECS-GFCP audit**

BRC Global Standards and AO ECS have worked to develop a version of the BRCGS Gluten Free Certification Programme (GFCP3) scheme - the AO ECS-GFCP. This audit is available from a range of Certification Bodies and can be delivered in conjunction with other food safety programmes you have in place. You can find out more about this option on the [BRC website](#) and search for a Certification Body on the [BRC Directory](#).

Please note, for the Crossed Grain trademark scheme it is essential that the AO ECS-GFCP3 is requested from your Certification Body at the time of booking.

### **AO ECS Gluten-free Addendum audit programme**

This programme covers all the requirements and expectations of the AO ECS Standard when delivered in combination with a GFSI Benchmarked Food Safety Standard (GFSI Benchmarking Requirements Version 2020).

These include BRC, IFS, FSSC 22,000 and SQF. This audit is available from our service providers SGS. Further information is available on the SGS website.

**Audit certificates are required for all manufacturing sites at the beginning of the licence application and then annually at your time of renewal.**

For more information on testing your products for gluten and to find an accredited laboratory please visit [www.coeliac.org.uk/glutenfreeauditsandtestingforgluten](http://www.coeliac.org.uk/glutenfreeauditsandtestingforgluten).

If you have any queries about auditing or gluten testing, please contact us at [licensing@coeliac.org.uk](mailto:licensing@coeliac.org.uk) or call **01494 796726**.

Useful websites for further information:

Codex Alimentarius  
[www.codexalimentarius.org](http://www.codexalimentarius.org)

UKAS  
[www.ukas.org/testing/singlesearch.asp](http://www.ukas.org/testing/singlesearch.asp)

Food Standards Agency  
[www.food.gov.uk](http://www.food.gov.uk)



# WHICH LICENCE IS RIGHT FOR YOU?

**My company has  
its headquarters  
outside of Europe**

**I will be selling  
gluten free  
products in the  
UK and/  
or Europe only**

**I will be selling  
gluten free  
products within  
Europe and  
outside of Europe**

**I will be selling  
gluten free  
products outside  
of Europe only**

**Please apply for  
a Coeliac UK  
Licence.  
Go to page 10.**

**Please apply for  
a Coeliac UK  
Licence and  
Coeliac UK Global  
Licence. Go to  
page 10 and page 12.**

**Please apply for a  
Coeliac UK  
Global licence.  
Go to page 11.**

# APPLYING FOR CERTIFICATION IN EUROPE

The Coeliac UK Crossed Grain Trademark licence is for non-European companies with any exports within Europe. This European CGT certification runs for a full calendar year and is renewed on the anniversary of when it was first taken out.

The licence number will follow the format [OATS]-GB-company code-product code. All of your products will receive individual licence

numbers. Your licence numbers will be allocated to you by Coeliac UK. For guidance on how to display the CGT please go to Appendix Two and Appendix Three.

## Certification fee

The certification fee is calculated based on your sales turnover within Europe:

Net sales turnover of gluten free products in Europe	Annual certification fee
£0- £50,000	£660
£50,000 - £100,000	£1,100
£100,000 - £150,000	£1,380
£150,000 - £250,000	£1,650
£250,000 - £500,000	£2,200
£500,000 - £1 million	£3,380
£1 million - £2 million	£4,500
£2 million - £5 million	£5,650
£5 million - £10 million	£7,900
£10 million - £15 million	£11,250
£15 million - £20 million	£13,500
£20 million - £30 million	£16,900
£30 million - £40 million	£18,600
£40 million - £50 million	£20,250
£40 million - £100 million	£22,500
More than £100 million	£24,750





# APPLYING FOR CERTIFICATION OUTSIDE OF EUROPE

The Coeliac UK Global certification licence is for those companies with their headquarters in any country in the world selling any of their products into non-European markets.

Global Crossed Grain Trademark certification runs for a full calendar year and is renewed on the anniversary of when it was first taken out.

The certification number will follow the format CUK-G-XXX. Your certification number will be allocated to you by Coeliac UK.

This certification number should be displayed alongside any other CGT certification numbers you may have. For guidance on how to display the Crossed Grain Trademark please see Appendix Two and Appendix Three.

## **Certification fee**

The certification fee is calculated based on your net sales turnover of gluten free products outside of Europe on a sliding scale:

Net sales turnover of gluten free products	Annual certification fee
£0 - £25,000	£330
£25,000 - £50,000	£550
£50,000 - £100,000	£850
£100,000 - £150,000	£1,100
£150,000 - £250,000	£1,650
£250,000 - £500,000	£2,200
£500,000 - £1 million	£2,850
£1 million - £2 million	£3,400
£2 million - £5 million	£4,000
£5 million - £10 million	£4,500
£10 million - £15 million	£5,650
£15 million - £20 million	£6,750
£20 million - £30 million	£7,900
£30 million - £40 million	£9,000
£40 million - £50 million	£10,150
£50 million - £100 million	£11,250
More than £100 million	£12,000

# THE CERTIFICATION PROCESS – STEP BY STEP

## Certification requirements

- Test certificates for all of your products using the R5-sandwich ELISA (Mendez method) or competitive R5 ELISA method from a UKAS (or equivalently accredited) laboratory.
- All of your manufacturing facilities must be audited ahead of certification and annually to maintain the CGT certification. Accepted audit options are the AO ECS Standard for Gluten-free Foods; BRCGS AO ECS/GFCP3 or the AO ECS Addendum programme.
- Your annual turnover for products sold inside and/or outside of Europe and the list of countries that you export products to.
- A completed application form and product declaration spreadsheet.

## Step 1

Ensure compliance for all the products that you wish to include in the licence contract by having your products tested for gluten and your manufacturing facility/facilities audited.

## Step 2

Complete the application form and product declaration spreadsheet. Send this to [licensing@coeliac.org.uk](mailto:licensing@coeliac.org.uk) along with a copy of all relevant test certificates and audit certificates.

## Step 3

You will be provided with a certification fee quote. Subject to acceptance of the certification fee quote, you will receive two copies of the licence contract for signature along with the invoice. The contract will include your certification number.

If you have any queries please contact:

**[licensing@coeliac.org.uk](mailto:licensing@coeliac.org.uk)**

Coeliac UK, 3rd floor, Apollo Centre, Desborough Road, High Wycombe, Bucks, HP11 2QW.

## Step 4

Sign and return both copies of the contract to Coeliac UK with payment. We will then sign the contract and return one copy to you for your records.

## Step 5

Coeliac UK will send you a high resolution jpeg of the Trademark, a reminder of your certification number and the Crossed Grain Trademark guidelines for usage. The certification number must be displayed alongside the Trademark.

## Step 6

Send a PDF of your packaging displaying the Crossed Grain Trademark and certification number for approval. Coeliac UK will check that the Crossed Grain Trademark and certification number are displayed correctly.



# APPENDIX ONE

## LIST OF FOOD PRODUCTS WHICH ARE NOT PERMITTED TO BEAR THE CROSSED GRAIN TRADEMARK

### Unprocessed cereal grains

- Rice
- Maize

### Meat, fish and eggs

- All sorts of fresh or frozen meat and fish and seafood not processed
- Tinned or canned fish and seafood with water/vegetable oil and salt, without additives or other substances
- Eggs.

### Milk and milk-derivatives

- Fresh milk, UHT milk, sterilized milk without additives, vitamins or other substances
- Infant formula
- Yogurt and other fermented dairy products without additives, vitamins or other substances
- Fresh milk cream and UHT milk cream
- Cheese.\*

### Vegetables and legumes

- All sorts of plain, fresh, frozen, canned or dried vegetables and legumes.

### Nuts and seeds

- All sorts of nuts and seeds, with or without shells, not processed.

### Fruits

- All sorts of plain, fresh, frozen, canned or dried fruits.

### Drinks

- Fruit juices
- Soft drinks
- Mineral waters
- Tea
- Pure coffee
- Wine
- Distillates for spirits.

### Sweets

- Honey
- Sugar
- Marmalade and jam
- Sweeteners

### Dressings and others

- Butter, bacon fat, lard
- Vegetable oil
- Vinegar
- Spices and aromatic herbs not processed

\*according to Codex General Standard for Cheese CODEX STAN 283-1978. Processed cheeses are permitted to bear the Trademark.



# APPENDIX TWO

## GUIDELINES FOR USE OF THE CROSSED GRAIN SYMBOL

- The Trademark can be used in any colour.
- You may place the Trademark anywhere you choose on your packaging, but it may not be used as part of a brand name or company logo.
- You must display the the Trademark with either the copyright symbol © or the registered trademark symbol ®. It is recommended that you display the Crossed Grain Trademark with the copyright symbol © if you use or plan to use your packaging internationally. The registered trademark symbol ® may only be used in those territories where the symbol is registered.
- The relevant certification number should be displayed alongside the Trademark at least once on your packaging. For example, the Trademark could be used without the certification number on the front of the packaging as long as it is also included on the back of the packaging with the certification number.
- You may use the following phrases in marketing communications and on packaging:
  - Certified by Coeliac UK
  - Certified gluten free
  - Licensed by Coeliac UK to carry the Crossed Grain Trademark
- You may not refer to the certification as an endorsement by Coeliac UK.
- No additional statements can be displayed alongside the symbol which may mislead consumers as to the meaning of the symbol. For example 'wheat free' is not permitted alongside the symbol.
- The Crossed Grain Trademark must not be used on any product packaging which includes a 'may contain' statement in relation to gluten-containing grains.
- Within press releases, notes to editors should include that the licence to use the symbol is part of a pan-European scheme.
- All packaging displaying the Trademark must be approved by Coeliac UK. Email packaging PDFs to [licensing@coeliac.org.uk](mailto:licensing@coeliac.org.uk). Packaging approval takes an average of 3-5 working days.







## APPENDIX THREE

### A GUIDE TO THE DIFFERENT CERTIFICATION NUMBERS

#### Coeliac UK licence

Standard



GB-001-001

Oats



OATS-GB-001-001

#### Coeliac UK Global licence

Standard



CUK-G-001

Standard plus European



GB-001-001  
CUK-G-001





# KEEP IN TOUCH

Call us: 0333 332 2033  
licensing@coeliac.org.uk

**coeliacuk**  
live well **gluten free**

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📷 @coeliacuk

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by guarantee in England and Wales (3068044).

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